


FORM PTO-1449 (REV. 7-80)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. 065525.0121	SERIAL NO. 08/935,116
INFORMATION DISCLOSURE CITATION (Use only if citation is necessary)		APPLICANT David W. Deaton, et al.	FILING DATE 09/22/97
NOV 19 1998 (Use only if citation is necessary)		U.S. PATENT DOCUMENTS	
EXAMINER	AA	AB	FILING DATE
SNG	AC	AD	AE
SNG	AF	AG	AH
SNG	AI	AJ	AK
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SNG	AO	AP	AQ
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SNG	BY	BZ	CA
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SNG	CN	CO	CP
SNG	CQ	CR	CS
SNG	CT	CU	CV
SNG	CW	CX	CY
SNG	CZ	DA	DB
SNG	DC	DD	DE
SNG	DF	DG	DH
SNG	DI	DJ	DK
SNG	DL	DM	DN
SNG	DO	DP	DQ
SNG	DR	DS	DT
SNG	DU	DV	DW
SNG	DX	DY	DZ
SNG	EA	EB	EC
SNG	ED	EE	EF
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SNG	EJ	EK	EL
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SNG	EP	EQ	ER
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SNG	EV	EW	EX
SNG	EY	EZ	FA
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SNG	FE	FF	FG
SNG	FH	FI	FJ
SNG	FK	FL	FM
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SNG	FQ	FR	FS
SNG	FT	FU	FV
SNG	FW	FX	FY
SNG	FZ	GA	GB
SNG	GC	GD	GE
SNG	GF	GG	GH
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INFORMATION DISCLOSURE CITATION (When a cited document is a prior art document) <div style="text-align: center;">  </div>				APPLICANT David W. Deaton et al.										
				FILING DATE 09/22/97		GROUP 2781 2162								
U.S. PATENT DOCUMENTS														
*EXAMINER INITIAL	DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE		
SMH	AA	3	8	3	3	8	8	5	9/3/74	Gentile, et al.	340	152		
SMH	AB	3	8	7	6	9	8	1	4/8/75	Welch	340	146.3		
SMH	AC	3	9	1	4	7	8	9	10/21/75	Coker, Jr., et al.	360	2		
SMH	AD	3	9	4	1	9	7	7	3/2/76	Voss, et al.	235	61.7		
SMH	AE	3	9	8	7	4	1	1	10/19/76	Krukliis, et al.	340	146.3		
SMH	AF	4	0	1	5	7	0	1	4/5/77	Templeton	197	127		
SMH	AG	4	0	2	7	1	4	2	5/31/77	Paup, et al.	235	61.9		
SMH	AH	4	0	5	3	7	3	5	10/11/77	Fondos	235	61.9		
SMH	AI	0	0	0	3	0	7	0	12/13/77	Delarue, et al.	235	474		
SMH	AJ	0	0	0	7	7	0	0	5/2/78	Beery	340	146.3		
R.A.	AK	2	0	8	8	8	7	2	5/9/78	Banka, et al.	235	449		
FOREIGN PATENT DOCUMENTS														
		DOCUMENT NUMBER							DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
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# (1)	AL	5	6	2	7	4	5	8	(A)	Japan				
# (1)	AM	5	2	1	6	9	4	1		Japan				
	AN													
	AO													
	AP													
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)														
110 186(2) 3 0-14	AR	"In this Computer Age, Who Needs Coupons", New York Times, June 15, 1989, Michael Freitag.												
110 186(2) 8-17 94	AS	"A-New-Dimension in Marketing", Progressive Grocer, Vol. 66, No. 5, May 1987, pp 133-134, 136, Ronald Tanner.												
1 (1)	AT	Lena H. Sun, "Checking Out The Customer," The Washington Post, Sunday, July-9, 1989.												
EXAMINER Steve L. Harni										DATE CONSIDERED 6-5-01				
*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.														

#(1) see note (1) on sheet 1 of 13
 + (2) see note (2) on sheet 1 of 13

FORM PTO-1449 (REV. 7-90)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 065525.0121		SERIAL NO. 08/935,116								
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)														
<div style="border: 1px solid black; border-radius: 50%; padding: 10px; display: inline-block;"> NOV 19 1998 U.S. PATENT & TRADEMARK OFFICE </div>														
APPLICANT David W. Deaton, et al.						FILING DATE 09/22/97								
						GROUP 2781 2162								
U.S. PATENT DOCUMENTS														
*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
SMG	AA	4	1	0	7	6	5	3	8/15/78	Krukltitis	340	146.3		
SMG	AB	4	1	2	7	7	7	0	11/28/78	Baader	235	474		
SMG	AC	4	1	4	3	3	5	6	3/6/79	Nally	340	146.3		
SMG	AD	4	1	4	8	0	1	0	4/3/79	Shiau	340	146.3		
SMG	AE	4	1	7	6	7	8	3	12/4/79	Eppich	235	474		
SMG	AF	4	2	0	8	5	7	5	6/17/80	Haltof	235	380		
SMG	AG	4	2	4	5	2	1	1	1/13/81	Kao	340	146.3		
SMG	AH	4	2	6	0	8	8	0	4/7/81	Thomas	235	454		
SMG	AI	4	2	7	7	6	8	9	7/7/81	Thomas, et al.	250	567		
SMG	AJ	4	3	5	6	4	7	2	10/26/82	Ku, et al.	340	146.3		
SMG	AK	4	3	8	0	7	3	4	4/19/83	Allerton	324	225		
FOREIGN PATENT DOCUMENTS														
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													YES	NO
	AL													
	AM													
	AN													
	AO													
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)														
(1)	AR	"UKROP's Test Data Base-Marketing Program Electronic Couponing Tracks Buying Behavior of Valued Customers", Cham Store Age Executive, September, 1987.												
(1)	AS	"Grocery Stores Copy Airlines With Frequent Flyer Bonuses", Wall Street Journal 3-Star, Eastern, August 7, 1986.												
	AT													
EXAMINER Steve Shami										DATE CONSIDERED 6-5-01				
*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.														

* see note (1) per sheet (1) of 13

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PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO. 065525.0121

SERIAL NO. 08/935,116

INFORMATION DISCLOSURE CITATION

(Not Overal (Not necessary))

APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SMG	AA	4	3	8	1	4	9	4	4/26/83	Wisner	382	64	
SMG	AB	4	3	9	9	5	5	3	4/16/83	Toyama	382	7	
SMG	AC	4	4	0	4	6	4	9	9/13/83	Nunley, et al.	364	900	
SMG	AD	4	4	3	9	6	7	0	3/27/84	Basset, et al.	235	382	
SMG	AE	4	4	4	1	2	0	4	4/3/84	Hanna	382	7	
SMG	AF	4	4	5	3	0	7	4	6/5/84	Weinstein	235	380	
SMG	AG	4	5	1	0	6	1	5	4/9/85	Rohrer	382	7	
SMG	AH	4	5	2	3	3	3	0	6/11/85	Cain	382	7	
SMG	AI	4	5	4	7	8	9	9	10/15/85	Nally, et al.	382	7	
SMG	AJ	4	6	1	7	4	5	7	10/14/86	Granzow, et al.	235	379	
SMG	AK	4	6	2	8	1	9	4	12/9/86	Dobbins, et al.	235	379	

FOREIGN PATENT DOCUMENTS

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													YES	NO
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

* (1)	AR	"S & H, Saffer Reward-Frequent Shoppers", Advertising Age, March 16, 1987, p. 22.
* (1)	AS	"Frequent Buyer Programs Get Off the Ground", Dairy Foods, November 1989, p. 64
* (1)	AT	"Giant-to-Test Supermarket Cash Rebates", Washington Post, June 14, 1989, pp. A1, A32.

EXAMINER

Steve Levine

DATE CONSIDERED

6-5-01

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* see note (1)

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INFORMATION DISCLOSURE CITATION

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APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SMK	AA	4	6	7	8	8	9	5	7/7/87	Tateisi, et al.	235	379	
SMK	AB	4	7	2	3	2	1	2	2/2/88	Mindrum, et al.	364	401	
SMK	AC	4	7	7	6	0	2	1	10/4/88	Ho	382	7	
SMK	AD	4	8	1	0	8	6	6	3/7/89	Lord, Jr.	235	379	
SMK	AE	4	9	1	0	6	7	2	3/20/90	Off, et al.	364	405	
SMK	AF	4	0	5	3	7	3	7	10/11/77	Lafevers, et al.	235	61.11	
SMK	AG	4	1	4	3	3	5	5	3/6/79	MacIntyre	340	146.3	
SMK	AH	4	3	9	6	9	0	2	8/2/83	Warthan, et al.	382	64	
SMK	AI	4	5	4	7	7	8	0	10/15/85	Cummins	346	9	
SMK	AJ	4	7	4	8	6	7	3	5/31/88	Barre, et al.	382	7	
SMK	AK	4	7	9	7	9	3	8	1/10/89	Will	382	7	

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

* (1)	AR		"Quaker's Direct Hit", Direct Marketing, Volume 53, No. 9, page 52, January 1991.
	AS		
	AT		

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Steve Sharvin

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* (1) see note (1) for sheet 1 of 13

FORM PTO-1449
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SERIAL NO. 08/935,116

INFORMATION DISCLOSURE CITATION

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APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
Smg	AA	4	8	0	9	3	5	1	2/28/89	Abramovitz, et al. ✓	382	59	
Smg	AB	4	8	8	2	6	7	5	11/21/89	Nichtberger, et al. ✓	364	401	
Smg	AC	4	8	9	7	8	8	0	1/30/90	Wilber, et al. ✓	382	13	
Smg	AD	4	9	4	9	2	5	6	8/14/90	Humble	364	401	
Smg	AE	4	9	7	5	8	4	1	12/4/90	Kehmemyi, et al. ✓	364	401	
Smg	AF	5	0	1	0	4	8	5	4/23/91	Bigari ✓	364	408	
Smg	AG	5	0	1	4	3	2	4	5/7/91	Mazumder ✓	382	7	
Smg	AH	5	0	5	3	6	0	7	10/1/91	Carlson, et al. ✓	235	379	
Smg	AI	5	0	5	3	9	5	5	10/1/91	Peach, et al. ✓	364	401	
Smg	AJ	5	0	5	4	0	9	2	10/1/91	LaCaze ✓	382	11	
ST	AK												

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL										DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SNK	AA	5	0	7	0	4	5	2		12/3/91	Doyle, Jr., et al.	✓	364	401	
SNK	AB	5	0	9	1	6	3	4		2/25/92	Finch, et al.	✓	235	375	
SNK	AC	4	5	5	4	4	4	6		11/19/85	Murphy, et al.	✓	235	487	
SNK	AD	4	6	7	0	8	5	3		6/2/87	Stepien	✓	364	70	
SNK	AE	4	6	7	4	0	4	1		6/16/87	Lemon, et al.	✓	364	401	
SNK	AF	4	7	0	3	4	2	3		10/27/87	Bado, et al.	✓	364	400	
SNK	AG	4	7	2	2	0	5	4		1/26/88	Yorozu, et al.	✓	364	401	
SNK	AH	4	7	5	0	1	1	9		6/7/88	Cohen, et al.	✓	364	401	
SNK	AI	4	7	9	1	2	8	1		12/13/88	Johnsen, et al.	✓	235	383	
SNK	AJ	4	8	8	5	6	8	5		12/5/89	Wolfberg, et al.	✓	364	401	
SNK	AK	4	9	0	8	7	6	1		3/13/90	Tai	✓	364	401	

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APPLICANT David W. Deaton, et al.

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL									DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SNK	AA	4	9	4	1	0	9	0	7/10/90	McCarthy	364	405	
SNK	AB	4	8	8	7	2	0	7	12/12/89	Natarajan	364	401	
SNK	AC	5	0	0	8	5	1	8	04/16/91	Taussig et al.	235	383	
SNK	AD	5	0	9	5	1	9	5	03/10/92	Harman et al.	235	381	
SNK	AE	5	1	2	8	5	2	0	07/07/92	Rando et al.	235	375	
SNK	AF	5	1	7	3	8	5	1	12/22/92	Off et al.	364	401	
SNK	AG	5	1	8	5	6	9	5	02/09/93	Pruchnicki	364	401	
#(2)	AH	5	2	4	9	0	4	4	09/28/93	Von-Kohorn	358	86	
#(2)	AI	5	2	4	5	5	3	3	09/14/93	Marshall	364	401	
#(2)	AJ	5	2	5	3	3	4	5	10/12/93	Fernandes et al.	395	275	
#(2)	AK	5	2	5	1	1	5	2	10/05/93	Notess	364	550	

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#(2) see note (2) sheet 1 of 13

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	AB													
*C	AC	4	8	2	5	0	4	5		04/25/89	Humble ✓	235	383	
*C	AD	4	8	3	3	3	0	8		05/23/89	Humble ✓	235	383	
	AE													
	AF													
	AG													
R.A.	AH	5	2	3	7	4	9	6		08/17/93	Kagami, et al. ✓	364	Group 2700	
SMH	AI	5	0	2	5	3	7	2		06/18/91	Burton, et al.	364	406	
SMH	AJ	5	1	1	7	3	5	5		05/26/92	McCarthy	364	405	
SMH	AK	5	2	0	2	8	2	6		04/13/93	McCarthy	364	405	

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Eric Davini

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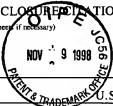
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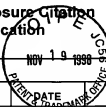
Sheet 10 of 13

FORM PTO-1449 (REV. 7-80)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. 065525.0121		SERIAL NO. 08/935,116								
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*EXAMINER INITIAL		DOCUMENT NUMBER							DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
SNK	AA	3	9	4	9	3	6	3	04/06/76	Holm	340	146.3D		
SNK	AB	4	2	0	1	9	7	8	05/06/80	Nally	340	146.3C		
SNK	AC	4	7	9	9	1	5	6	01/17/89	Savit et al.	364	401		
SNK	AD	4	9	3	3	5	3	6	06/12/90	Lindemann, et al.	235	375		
SNK	AE	4	9	8	2	3	4	6	01/01/91	Girouard, et al.	364	550		
SNK	AF	5	0	4	0	2	2	6	08/13/91	Elischer, et al.	382	7	RECEIVED	
SNK	AG	5	0	7	7	8	0	5	12/31/91	Tan	382	7	NOV 25 1998	
SNK	AH	5	2	0	1	0	1	0	04/06/83	Deaton, et al.	382	7	Group 2700	
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EXAMINER Steve Shorn										DATE CONSIDERED 6-5-0)				
*EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.														

Sheet 11 of 13

FORM PTO-1449 (REV. 7-80)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY. DOCKET NO. 065525.0121		SERIAL NO. 08/935,116	
INFORMATION DISCLOSURE SECTION (Use several sheets if necessary)							
				APPLICANT David W. Deaton, et al. #10		FILING DATE 09/22/97	
				GROUP 2781			
U.S. PATENT DOCUMENTS							
*EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
	AA						
Smg	AB 4 8 2 1 1 8 6	04/01/89	Munakata, et al.	364	405		
Smg	AC 3 9 5 9 6 2 4	05/25/76	Kaslow	235	61.11E		
Smg	AD 4 1 2 4 1 0 9	11/07/78	Bissell, et al.	194	4E		
Smg	AE 4 3 3 2 3 2 5	06/01/82	Manizza	206	216		
Smg	AF 4 6 7 6 3 4 3	06/30/87	Humble, et al.	186	61		
Smg	AG 5 3 1 0 9 9 7	05/10/94	Roach, et al.	235	Group 2700		
Smg	AH 5 1 7 9 3 7 5	01/23/93	Dick, et al.	340	825.51		
Smg	AI 4 9 7 2 5 0 4	11/20/90	Daniel, Jr., et al.	455	2		
	AJ						
	AK						
FOREIGN PATENT DOCUMENTS							
	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	AL						
	AM						
	AN						
	AO						
	AP						
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
	AR						
	AS						
	AT						
EXAMINER <i>Steve Brann</i>			DATE CONSIDERED 6-8-01				

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PTO-1449		Application No. 08/935,116		Applicant(s) David W. Deaton, et al.	
Information Disclosure Citation in an Application 		Docket Number 065525.0121		Group Art Unit 2781 2162 Filing Date 09/22/97 #10	
		U.S. PATENT DOCUMENTS			

S/N	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
SMK	A	5,237,620	08/17/93	Deaton, et al.	—	
SMK	B	5,305,196	04/19/94	Deaton, et al.	—	
SMK	C	5,327,508	07/05/94	Deaton, et al.	—	
SMK	D	5,388,165	02/07/95	Deaton, et al.	—	
SMK	E	5,353,218	10/04/94	De Lapa, et al.	—	
SMK	F	5,430,644	07/04/95	Deaton, et al.	—	
SMK	G	5,448,471	09/05/95	Deaton, et al.	—	
SMK	H	5,592,560	01/07/97	Deaton, et al.	—	
SMK	I	5,621,812	04/15/97	Deaton, et al.	—	
SMK	J	5,638,457	06/10/97	Deaton, et al.	—	
SMK	K	5,642,485	06/24/97	Deaton, et al.	—	
SMK	L	5,644,723	07/01/97	Deaton, et al.	—	
SMK	M	5,649,114	07/15/97	Deaton, et al.	—	

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FOREIGN PATENT DOCUMENTS							
S/N	DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
SMK	N	EP0511463A	11/04/92	EPC	—		
SMK	O	EP0512509A	11/11/92	EPC	—		
	P						
	Q						
	R						

NON-PATENT DOCUMENTS		
S/N	DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
SMK	S "Catalina Marketing Unveils New Supermarket Continuity Programs" and "Checkout Direct", <i>Point of Scan - The Newsletter of Electronic Marketing</i> , pp. 1-2.	01/1991
SMK	T "Frequency Programs: Cashing in on Promotions," by Catalina Marketing Corporation, presented at The Marketing Institute, pp. 1-38	09/11/90
SMK	U "Der Glaeserne Verbraucher," by E. Schmidt, <i>Elektronik</i> , Vol. 40, No. 23, pg. 42-45 (with English Translation)	11/12/91

EXAMINER <div style="text-align: center; font-family: cursive;">Steve Savini</div>	DATE CONSIDERED <div style="text-align: center;">6-5-01</div>
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PTO-1449

Information Disclosure Citation
in an Application

Application No.

08/935,116

Applicant(s)

David W. Deaton, et al.

#10

Docket Number

065525.0121

Group Art Unit

2781

Filing Date

09/22/97



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		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE
SM	V	5,659,469	08/19/97	Deaton, et al.			
	W						
	X						
	Y						
	Z						
	AA						
	BB						
	CC						
	DD						
	EE						
	FF						
	GG						
	HH						

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	II							
	JJ							
	KK							
	LL							
	MM							

NON-PATENT DOCUMENTS

		DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
SM	NN	"Electronic Coupons", by David Goldsmith, Target Marketing, North American Publishing Co.	07/87
SM	OO	"Catalina Marketing Corp. Outmaneuvers Citicorp POS", News Release, PR Newswire.	06/16/89
SM	PP	"In-Store Computer Terminals, A Super Marketing Device", by Carole Sugarman, The Washington Post.	05/28/86

EXAMINER

Steve Chan

DATE CONSIDERED

6-5-01

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